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How to Lose and How to Win an Election.

THERE is now enough Socialist opinion and sympathy in the country to return some avowed Socialists to the House of Commons if Socialist bodies would take the trouble to work elections as they must be worked if they are to be won.

How to Lose an Election

is very simple. You will be sure to lose if you devote your energies to

1. Shouting at meetings;
2. Alienating all sympathizers who don't yet call themselves Socialists;
3. Spending all your time talking in the committee-rooms;
4. Betting that you will win;

and if at the same time you NEGLECT ALL ORGANIZATION.

HOW TO WIN AN ELECTION

is a more difficult matter. But it can be done with work. The first thing to do is to ORGANIZE YOURSELVES. Long before the election, committees and secretaries must be appointed in every polling-ward; streets and parts of streets must be allotted to canvassers, who undertake to leave literature at every house, to get to know every elector, and to try to secure his support for the candidate. The canvasser should also make a note of removals, and report all the information he can gather to the Secretary, who should enter it in

A MARKED REGISTER.

When the election day comes, you will then know who are your friends and who are your foes. Every man's energy should be bent upon getting an efficient marked register. The election often depends upon it.

Take every opportunity of making your candidate's name known throughout the constituency. He should be asked to speak at all sorts of meetings, not only at those called for political purposes. Plenty of political meetings should be held; but don't trust to these to win an election. The candidate who has the biggest and most enthusiastic meetings is often at the bottom of the poll. Meetings are necessary to educate and stir up the people, but

Canvassing gets Votes.

The work that tells is the buttonholing of voters in the streets and workshop and club. Always remember that, even if you cannot convert a man to Socialism, YOU MAY GET HIS VOTE ALL THE SAME.

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But, unless you help, the election cannot be won. If you cannot canvass a street you can find out the politics of your neighbor, and perhaps convert him if he needs converting. At any rate,

See the Secretary and Join the Election Committee.

The German Socialist party is so strong because the electors have been organized, and if we are to win in this country we must take a leaf out of their book.

On the Polling-day, Work up to the Last Minute!

At an election it is your business to get votes. When the contest is in progress the time for general propaganda is past. The business of the moment is to get your man in. With this in view you cannot afford to disregard any matters which may be before the electors. You can of course treat them from your own point of view; but you must show that your candidate takes an intelligent interest in all the burning questions before the country, even if some of them do not immediately bear upon Socialism, and that, if elected, he will be able to do the ordinary work of the House of Commons better than his opponents.

But no election can be won unless, for months beforehand, you have made it your duty to

ORGANIZE! ORGANIZE! ORGANIZE!

In this constituency you should report yourself to

FABIAN ELECTION LEAFLETS.—No. 64, How to Win; No. 65, Trade Unionists and Politics; No. 66, A Program for Workers. Each 2 pages, 6d. per 100, or 5s. per 1000.

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Published by THE FABIAN SOCIETY, 276 Strand, London, W.C.

Printed by G. STANDRING, 7 & 9 Finsbury-street, E.C.

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